

DESIGNING A LOGO

RACE FOR EDUCATION 2020

PREVIOUS LOGO WINNERS



This year we are having a school wide contest for the logo design "Race for Education 2020." Recent winners include; Emily Staub, Jailyn Como, Sosena Mesfin & Claire Bielski. This year we are opening up contest to grades 4-8. One winner will be chosen to have their design used for the 2020 Race for Education. We will place all designs on exhibit in the main hall. This is voluntary, and will be completed in the classroom or at home. I will be more than happy to consult with any questions.

Below are some simple guidelines for your class logo.

The finished LOGO needs to be turned in BY FRIDAY OCT. 23 TO MRS. RABIL:
LOGO NEEDS TO HAVE THE FOLLOWING COMPLETED:

- Neatly completed on plane white paper. This may come from their sketchbook.
- No smaller than 4x6 or larger than 9x12
- Finished In color; markers, color pencil or crayons
- Name and grade should be on front of paper, small as to not be part of the design. This is extremely important!

4th and 7th grades will participate in art class assignments. Other grades it is elective.

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TO BEGIN BRAINSTORMING FOR PROJECT:

- Start by writing a list of words... that elicit feelings about the "Race for Education"(fun, excitement, competition etc.)
- Continue with a second list of words that describe the Race for Education (Shoes, running, books, school)
- Have students now sketch out ideas in their sketchbooks, simple ideas, repeated several times. A mantra I use is "*The First pass is not your Last*"
- Of course you may approach this anyway you would like.

SOME ADDITIONAL THOUGHTS:

1. A logo must be simple

A simple logo design allows for easy recognition and allows the logo to be versatile & memorable

2. A logo must be memorable

Following closely behind the principle of simplicity, is that of memorability, this is achieved by having a simple, yet, appropriate logo.

3. A logo must be timeless

An effective logo should be timeless – that is, it will stand the test of time. Will the logo still be effective in 10, 20, 50 years?

4. A logo must be versatile

An effective logo should be able to work across a variety of mediums and applications. ensure that it can be scaled to any size. The logo must work in just one color too.

5. A logo must be appropriate

How you position the logo should be appropriate for its intended purpose. For example, if you are designing a logo for children's toys store, it would be appropriate to use a childish font & color scheme. This would not be so appropriate for a law firm